



MISSOURI BACK-TO-SCHOOL

**TAX FREE
WEEKEND**

IS FRIDAY, AUG. 2 THROUGH
SUNDAY, AUG. 4

PLANNED SPENDING & BUYING

SCHOOLS

ITEM	SPENDING	BUYING
SCHOOL SUPPLIES	\$6.3 BILLION	95%
CLOTHING	\$11.2 BILLION	94%
SHOES	\$7.6 BILLION	92%
ELECTRONICS	\$13.7 BILLION	66%

COLLEGE

ITEM	SPENDING	BUYING
SCHOOL SUPPLIES	\$5.8 BILLION	92%
CLOTHING	\$10.9 BILLION	84%
PERSONAL CARE	\$7.1 BILLION	86%
SHOES	\$7.1 BILLION	82%
FOOD	\$9.5 BILLION	80%
ELECTRONICS	\$22.8 BILLION	68%
BRANDED GEAR	\$5.2 BILLION	65%
FURNISHINGS	\$12.2 BILLION	59%
GIFT CARDS	\$6.0 BILLION	47%

U.S. BACK-TO-SCHOOL SPENDING



\$875

AVERAGE HOUSEHOLD EXPECTED
SPENDING ON BACK TO SCHOOL
SHOPPING FOR GRADES K-12.



\$38.8 BILLION

PLANNED SPENDING ON BACK TO
SCHOOL SHOPPING FOR GRADES K-12.



\$1,365

AVERAGE HOUSEHOLD EXPECTED
SPENDING ON BACK TO SCHOOL
SHOPPING FOR COLLEGE.



\$86.6 BILLION

PLANNED SPENDING ON BACK TO
SCHOOL SHOPPING FOR COLLEGE.

THE NUMBER OF
ELECTRONICS AND
APPLIANCE STORES IN
MISSOURI, WHICH HAVE
MORE THAN 6,300 EMPLOYEES AND PAY AN
AVERAGE WEEKLY WAGE OF \$1,123. (2023Q2).

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"FAMILIES AND STUDENTS ARE EAGER TO GET A
JUMPSTART ON THEIR SHOPPING FOR THE START OF
THE SCHOOL YEAR. RETAILERS HAVE ANTICIPATED THIS
EARLY DEMAND AND ARE WELL-POSITIONED TO OFFER A
VARIETY OF PRODUCTS AT COMPETITIVE PRICES."

-KATHERINE CULLEN
NRF VICE PRESIDENT OF INDUSTRY AND CONSUMER INSIGHTS

